



THE Bidwell Rancho needs no introduction, it being known as one of the richest spots in California and originally embraced some 23,000 acres when first acquired by General Bidwell in the early 50s. After the death of General Bidwell the Rancho was subdivided and all that portion of the lands lying west of the city of



The Historic Bidwell Mansion.



Chico Normal School.

Chico were sold off to settlers in small tracts. Practically all of the portion lying east of Chico was held intact until the year 1911, when the remaining portion was sold, and by this sale this Company acquired all of the level agricultural lands remaining, with the exception of the Rancho orchards.

This Company being the first purchaser in the field, acquired the lands that will appeal to the homeseeker. Our lands were purchased at an inviting price that will enable us to offer to homeseekers lands at prices that can not be duplicated elsewhere in California.

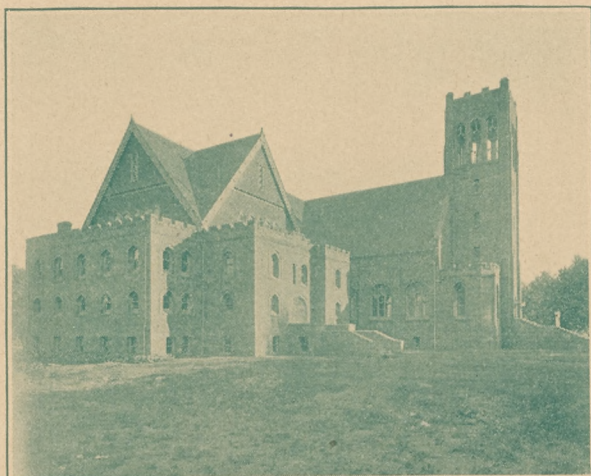
CHICO

Chico is the leading city of Butte County, 90 miles north of Sacramento and 180 miles north of San Francisco. It is a modern, progressive city of over 13,000 people, the larger portion of the population residing outside of the city proper on small acreage tracts, and is essentially a city of suburban dwellers.

Here are located the main works and headquarters of the Diamond Match Company, with their match factory, sash and door factories, planing mills, veneer mill, engineering works, etc., giving employment to a large number of men, boys and girls the year around.

Chico has four banks, numerous department stores, a modern theater at which all the metropolitan plays are shown, eight hotels, electric street cars, a large flouring mill, large cannery, numerous fruit packing houses, with telephone and telegraph connections to all the principal cities, and with electric and telephone lines radiating through all the surrounding country. A large portion of the surrounding district enjoys rural free delivery of mails.

A modern City Hall is now being constructed, a modern sewerage system has been installed and all the business district is being

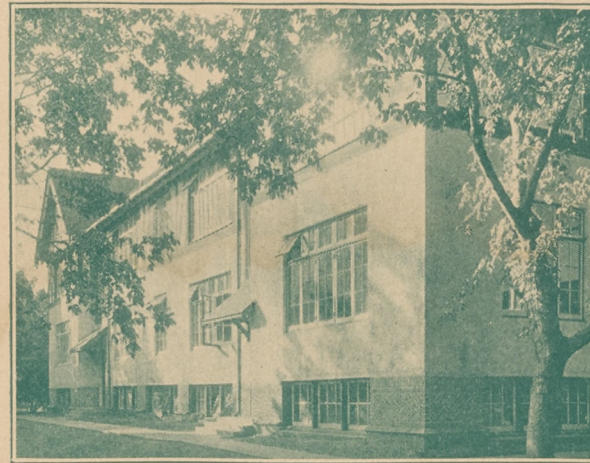


Presbyterian Church at Chico.
Chico Has Fourteen Churches.

paved with asphaltum. The Federal Government has appropriated \$100,000 to build a modern post office building. Chico is a good place to live, with all the advantages of city life in the midst of one of the richest agricultural districts in the State.

SCHOOLS

Chico is the location of a State Normal School, the only one in the northern half of the State. Many hundreds of students from all parts of the State attend this school. Here is also located the Training School, where children are trained in useful arts and occupations. Chico has a modern High School, several modern Grammar Schools, all conveniently located to serve the various districts. It is a City of Schools, and its educational facilities can not be surpassed elsewhere in the State. There is also a modern Business College, a branch of the leading San Francisco college, where students may obtain all the advantages of a city business training.



The Normal Training School, Where Children Are Trained in Useful Arts and Occupations.



The Chico High School.



Fig Tree on Bidwell Rancho.

TRANSPORTATION

Chico is the terminal of the Northern Electric Railway, a fast interurban electric railway operating between Sacramento, the capital city of the State, and Chico, giving fast passenger, mail, express and freight service between these two cities and all intermediate points, with seven trains daily each way, two hours apart, making fourteen trains a day. The main repair and car shops of the Northern Electric Company are located at Chico, giving employment to a large number of skilled mechanics.

The main line of the Southern Pacific Railway from San Francisco to Portland passes through Chico, giving fast freight and passenger service to the leading cities of the Northwest and all the bay and principal cities of California.

Steamers plying on the Sacramento River, six miles west of Chico, furnish transportation for all classes of heavy freight, especially for grain and hay shipped to the city markets.

MARKETS

Chico offers a good market for all kinds of produce raised, poultry, eggs, etc., being purchased in large quantities by the local merchants and the surplus shipped to the markets of Sacramento, Oakland, San Francisco and also to Portland and Seattle in the Northwest. An alfalfa meal mill located here furnishes a good market for all surplus alfalfa,



Types of Homes on the Twelfth and Fifteenth Subdivisions.

while large quantities are shipped by rail in bales to the city markets and to the markets in the mountains north and east.

Green fruits are shipped in earload quantities to the San Francisco and Eastern markets. Several large packing and drying houses and a cannery are located at Chico, where cash prices may be obtained for all fruits at all times. For market conditions Chico cannot be excelled. No matter what variety of crop the farmer may have to offer or what quantity he may have he can always obtain the ruling market prices from his home dealers.

CLIMATE

The climate of Chico is the average of the Sacramento Valley. The summers are not excessively warm; the winters are mild. The average annual rainfall is about 25 inches, insuring an abundance of moisture for all crops without irrigation which accounts for the large and luxuriant crops grown without irrigation. The average yearly temperature is about 60 to 68. Heat prostrations are unknown in the warmest summer days, as the air is dry and balmy, and the entire district is entirely free from the humid atmosphere so distressing in the Eastern and Middle West districts. The rainy season starts in October and November and lasts until April or May, with occasional showers in May and June. Occasional frosts may occur during December, January and February, but at most they are rare.

The climate is all that can be desired for the successful production of the large variety of crops that are grown around Chico. **No one can farm against Climate.** To make a success of farming the farmer must be aided by the climate in order to produce his crops in paying quantities. There is no gamble on the weather when a farmer plants his crop here, for climate and soil are absolute certainties, producing equally for all in the proportion of the skill and labor given by the farmer.

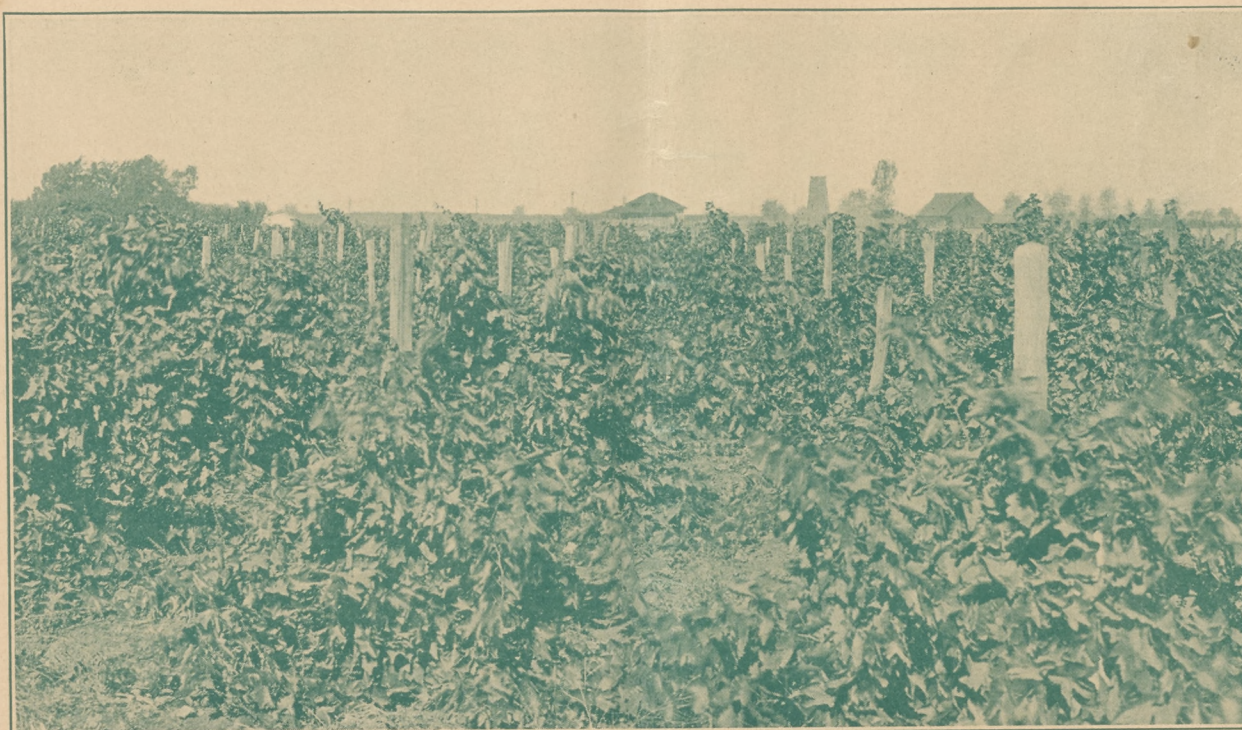
WATER SUPPLY

All the lands offered by this Company are underlaid by water strata at a depth of from 12 to 20 feet, the water being soft and pure, and in abundant quantities for domestic purposes. By sinking wells to a depth of 100 feet, and not to exceed 150 feet, an inexhaustible supply can be secured that will supply a large pump operated by engine or electric motor, the average lift not exceeding 20 feet. While irrigation is not required on the lands offered by this Company, all purchasers may be satisfied to know that if they want water for irrigation it is to be had by sinking wells. A 6 or 8-inch cased well sunk to a depth of 150 feet will furnish an abundant supply for a 4 or 5-inch centrifugal pump; and a 10-horsepower motor will operate this and furnish a supply of water for 20 acres of alfalfa, or 40 acres of orchard.

Electric power for pumping purposes and lights is at hand, as the power wires are now on the twelfth subdivision and will be extended as occasion demands. The cost is very low, as a man with ten acres can secure all the power he wants for irrigation and lights the year around for his home and buildings for about \$40 to \$50 per year.



Three-Year-Old Peach Orchard on the Twelfth Subdivision.



Thompson Seedless Grapes Grown Without Irrigation on the Fifteenth Subdivision.

POULTRY

Being close to good markets and with unexcelled transportation facilities, poultry raising is a very profitable branch of farming. On the cheaper lands of this Company it will provide a quick and substantial income while the growing trees are maturing, or where poultry raising is followed exclusively it is a paying industry. On ten acres, 1,000 laying hens may be maintained. A small patch of alfalfa for their runs will provide an abundance of green feed. The rest of the land may be utilized for orchard purposes, or for growing corn or other chicken feeds. The average hen can be counted on to clear at least \$1 each after paying for her feed and care. Eggs command a price of from 20 cents to 40 cents per dozen. Friers and broilers are always in demand at fancy prices. Sacramento market men are compelled to ship in earloads of Eastern dressed poultry in order to supply the demand, as the local supply is in no way adequate. Live poultry sells at from 15 cents to 30 cents per pound, depending on the season and weight of the chickens. No man who will give his poultry some attention need have any fear of success, as poultry alone will provide a surplus above his living expenses.



A Successful Poultry Ranch Adjoining the Twelfth Subdivision.

CROPS

Peaches, Prunes, Pears, Apricots and Almonds are the principal tree and orchard crops. Oranges and Olives do well, especially Olives, one of the finest Olive orchards in California being located on the Rancho, where fine, ripe pickled olives are packed and a high-grade olive oil is manufactured. These crops are all handsome income payers, and can be brought into bearing within four to six years' time after planting.

While the orchards are coming into bearing, all kinds of squash, pumpkins, corn, etc., can be grown between the rows of trees for hog and cattle feed. Egyptian corn and field corn thrive and make excellent chicken feed. Berries and all kinds of truck can be grown successfully and provide vegetables for the home and a surplus to sell and provide a small income.

Peaches are paying an income this year of from \$50 to \$150 per acre. Almonds from \$100 to \$200 per acre. Prunes pay from \$75 to \$200 per acre. Olives pay from \$100 to \$250 per acre. Hogs and chickens are always profitable, and when fed from the by-products and waste of the farm are all clear gain.

Alfalfa will grow successfully without irrigation and provide feed for dairy cows. On 10 acres of alfalfa, at least 15 cows can be kept all the year. Milk and cream can be sold locally and the cream alone can be sold to the local creameries, who will call at the door for it, leaving the skim milk for the hogs and chickens. A good dairy cow will pay from \$8



The Fourth Crop of Alfalfa Grown Without Irrigation on the Bidwell Rancho.



The Biggest Almond Trees in California on the Bidwell Rancho. No irrigation.

to \$12 per month. If proper care is taken and plenty of feed provided, she will pay from \$12 to \$15 per month. Any man with 20 acres can have a few acres of trees, some poultry, hogs, a



Sauerkraut in the Making Without Irrigation.



Egyptian Corn, Growing Without Irrigation on the Twelfth Subdivision. Planted in June.

patch of alfalfa and some cows and make a handsome living and put money in the bank each month.

The 12th, 15th and 18th Subdivisions

— OF THE —

Famous Bidwell Rancho

— AT —

Chico, California



Bidwell Rancho Land Company

SOLE OWNERS

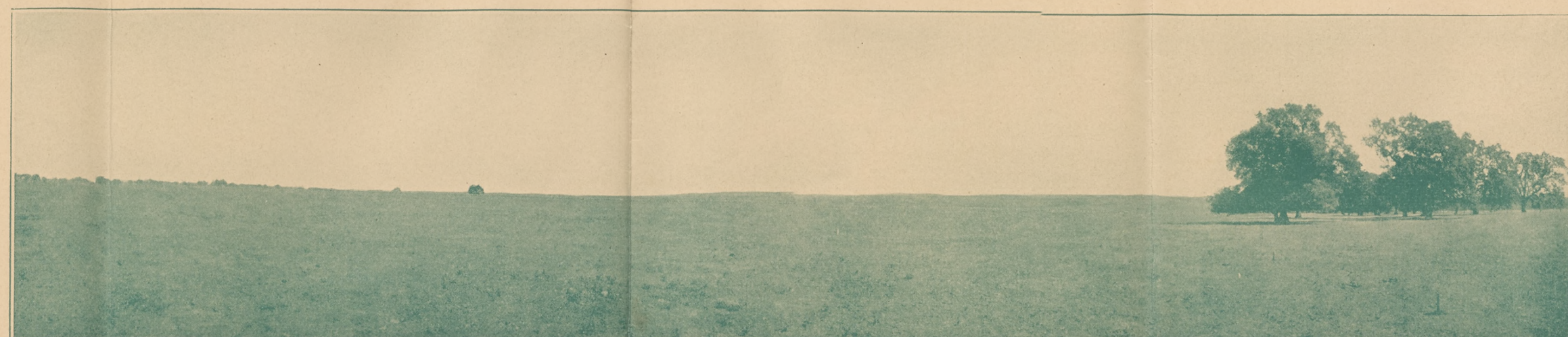
1026 Eighth Street, Sacramento, California



Panoramic Scene on the 18th Subdivision Showing Magnificent Oaks on South Half of this Subdivision



Panoramic Scene on the 15th Subdivision. Alfalfa Field in Foreground—Magnificent Oaks Foothills of the Sierras in the Distance



Panoramic Scene on the North Half of the 18th Subdivision Showing Level Character of Lands Note the Fence Boundry Line and Sierra Foothills in the Distance

THE LAND

Twelfth Subdivision

On the Twelfth Subdivision will be found some of the very choicest soils of the Bidwell Rancho. Practically all of this subdivision is sold, only 30 acres remaining unsold at the time this folder goes to press.

The east half of Lot 15 is an especially fine lot, the soil being deep, rich and loamy, with half a dozen oak trees on same. This land will grow alfalfa, fruits, vegetables or anything desired without irrigation.

Lot 14 of the Twelfth Subdivision is a very nice lot, all level and the soil is rich, but not as high quality as the east half of Lot 15. This lot will produce any kind of fruit without irrigation, and about two or three crops of alfalfa without irrigation. It lays nicely and fronts on one of the main avenues.

Fifteenth Subdivision

The soils of the Fifteenth Subdivision vary in character. It comprises some of the cream of the Bidwell Rancho. On the sold portion are well improved places, with good, substantial houses, orchards, vegetable gardens, alfalfa fields, corn fields and everything desirable in the way of farm crops.

The better lots remaining unsold are adapted to alfalfa, fruits, grains or vegetables, with or without irrigation. The cheaper lots are better adapted to fruit, and are especially fine for chicken raising and poultry.

Eighteenth Subdivision

The lands of the Eighteenth Subdivision vary in character, ranging from the cheapest to the very best of the lands offered by this Company. The lots in the north half of the Eighteenth Subdivision are all red loam soil. These lands are adapted to the raising of all kinds of deciduous fruits; also to olives, and almonds. The lots are all level, with avenues facing every 10 acres, giving good outlets to the main roads to town. The lots in the south half of the Eighteenth Subdivision, more especially Lots Nos. 1 to 12, also Lots 23, 24, 33, 34 and 38, are all very fine lots, as these soils will raise anything desired, without irrigation, in the way of alfalfa, fruits, nuts, berries, grains or vegetables.

Lots 1 to 11 are studded with handsome, large oak trees, each lot having a half dozen

or more trees, with the exception of Lot 11, which has but one oak tree.

Lots 1 to 11 are especially recommended for alfalfa and dairying, as these soils will produce four or five crops of alfalfa without irrigation, producing an abundance of feed for dairy purposes. These lots also have high frontages facing the main avenue, giving splendid building sites on each lot, with handsome, large oak trees for shade purposes.

Price of Lands

All lots in the subdivisions shown on this map are priced separately, according to the value of the lot. The price is written in plain figures on each lot, and the price shown for each lot is the total purchase price. No deviation from the prices marked thereon will be allowed.

Terms of Sale

The terms of sale are as follows: On all sales of lots of which the purchase price is \$1,000 or less, the first payment will be One-Fourth of the total purchase price, the balance payable in Forty (40) equal monthly installments. Or, if a cash payment of One-Third of the purchase price is made, the deferred payments may be paid in Four equal annual payments, Eight equal semi-annual payments or Sixteen quarterly payments. All deferred payments, whether monthly, quarterly or annual, to bear interest at 6 per cent per annum, payable as the installments are paid.

On all sales of lands where the purchase price is greater than \$1,000, the terms of payment will be One-Fifth cash down, the balance payable in Fifty (50) equal monthly installments. If a cash payment of One-Fourth of the purchase price is made, the balance may be made payable in Four equal annual installments, Eight equal semi-annual installments or sixteen equal quarterly installments. All deferred payments to bear interest at the rate of 6 per cent per annum, payable as the installments are paid.

The purchaser may, at the time of making purchase, avail himself of any plan of payment that may best suit him.

A discount of five per cent (5%) will be allowed for cash in full on any purchase.

12th Subdivision				15th Subdivision				18th Subdivision			
13. 20 Ac. Sold	14. 20 Ac. \$1600.00	8. 10 Ac. \$600.00	9. 10 Ac. \$650.00	24. 10 Ac. \$750.00	25. 10 Ac. \$700.00	40. 10 Ac. \$500.00	41. 10 Ac. \$500.00	17. 10 Ac. \$500.00	18. 10 Ac. \$450.00	28. 10 Ac. \$450.00	29. 10 Ac. \$450.00
12. 20 Ac. Sold	15a. 10 Ac. Sold	15b. 10 Ac. \$1250.00	7. 10 Ac. \$1000.00	10. 10 Ac. \$750.00	23. 10 Ac. \$800.00	26. 10 Ac. \$700.00	39. 10 Ac. Sold	42. 10 Ac. \$750.00	16. 10 Ac. \$500.00	19. 10 Ac. \$450.00	27. 10 Ac. \$400.00
11. 20 Ac. Sold	16. 20 Ac. Sold	17. 20 Ac. Sold	6. 10 Ac. \$1500.00	11. 10 Ac. \$1000.00	22. 10 Ac. Sold	27. 10 Ac. \$900.00	38. 10 Ac. \$600.00	43. 10 Ac. Sold	15. 10 Ac. \$650.00	20. 10 Ac. \$600.00	26. 10 Ac. \$350.00
10. 20 Ac. Sold	Sold	Sold	5. 10 Ac. Sold	12. 10 Ac. Sold	21. 10 Ac. Sold	28. 10 Ac. Sold	37. 10 Ac. \$750.00	44. 10 Ac. \$600.00	14. 10 Ac. \$600.00	21. 10 Ac. \$650.00	25. 10 Ac. \$850.00
9. 20 Ac. Sold	18. 20 Ac. Sold	19. 20 Ac. Sold	4. 10 Ac. Sold	13. 10 Ac. Sold	20. 10 Ac. Sold	29. 10 Ac. Sold	36. 10 Ac. Sold	45. 10 Ac. \$600.00	13. 10 Ac. \$600.00	22. 10 Ac. \$600.00	24. 10 Ac. \$1075.00
8. 20 Ac. Sold	Sold	Sold	3. 10 Ac. Sold	14. 10 Ac. Sold	19. 10 Ac. Sold	30. 10 Ac. Sold	35. 10 Ac. Sold	46. 10 Ac. Sold	12. 10 Ac. \$900.00	23. 11.12 Ac. \$1200.00	33. 7.18 Ac. \$700.00
7. 20 Ac. Sold	20. 20 Ac. Sold	Sold	2. 10 Ac. Sold	15. 10 Ac. Sold	18. 10 Ac. Sold	31. 10 Ac. Sold	34. 10 Ac. Sold	47. 10 Ac. Sold	11. 7.28 Ac. \$1000.00	10. 10.12 Ac. \$1250.00	3. 9.22 Ac. \$1400.00
6. 20 Ac. Sold	21. 20 Ac. Sold	Sold	1. 11.8 Ac. Sold	16. 11.8 Ac. Sold	17. 12.6 Ac. Sold	32. 14.1 Ac. Sold	33. 12.8 Ac. Sold	48. 4.28 Ac. Sold	12. 10.12 Ac. \$1250.00	18. 14.1 Ac. \$1500.00	2. 12.83 Ac. \$2000.00
5. 21.26 Ac. Sold	22. 11.83 Ac. Sold	Sold	Sold	Sold	Sold	Sold	Sold	Sold	11. 7.28 Ac. \$1000.00	10. 10.12 Ac. \$1250.00	3. 9.22 Ac. \$1400.00

